

Arts Quincy Magazine Policies and Procedures:

I. **Submission Deadlines**

- a. Partners must meet submission deadlines to be included in Arts Quincy magazine
- b. Late submissions will only be included as space allows; priority will be given to those that meet submission deadlines
- c. Articles more than 1 week late will not be included in the magazine
- d. If there is a special circumstance (eg. waiting to confirm a speaker) the org may communicate with marketing BEFORE magazine deadline to discuss whether we are able to wait on content

II. **Content Guidelines**

- a. If you provide a photo, please include photographer credit and/or permission in your email
- b. Please think about the magazine as a vehicle for storytelling, and not a simple listing of your program or classes. For example, a director's intention in programming a show's theme is more interesting to read than a simple listing of pieces being performed. If you need help in creating content, please set an appointment with AQ well before deadline.
- c. Content for the magazine can only come from Arts Quincy Partner Organizations.

III. **Sponsor Listings**

- a. Arts Quincy will include up to 3 major sponsors in a thank you paragraph at the end of any article.
- b. Additional sponsors or small logos of sponsors can be listed for a \$25 each
- c. Sponsor name may not be included in the headline of an article
- d. If your event has sold a headline sponsorship, it can be included 1 time in the opening paragraph of an article (eg. Example Business Presents: Example Cool Arts Event!)
- e. Large sponsor logos will be treated like ad space and are available to purchase at discounted rates for partner orgs.

IV. **Fundraiser Policy**

- a. In general, events that are primarily considered fundraisers will not be printed in the main section of the magazine

b. Brief fundraiser notices can be printed in the Etc. section as space allows.

c. Arts Quincy will print feature articles on events which are also fundraisers if they satisfy the following criteria:

- Are mission driven
- Program based
- Have high educational or artistic merit

This determination will be made by Arts Quincy staff and/or board on a case-by-case basis.

V. Cover/Feature Selection

Selecting the cover story for Arts Quincy Magazine is an internal decision based on the following considerations:

- Timeliness of the information relative to the magazine's dates for coverage
- Availability of appropriate high-quality photography for the subject
- How recently the partner has been featured on the cover
- Quality of editorial content provided
- Impact to underserved communities (Defined as low-income residents, seniors, differently-abled, minorities and veterans)

If a Partner Organization has an event that they would specifically like to be considered for a cover story or 2-page feature, they may submit a written request for consideration as far in advance as possible. A request is not a guarantee of cover or feature.

Please note: if you have an annual event that you'd like considered for a future cover, it is advisable to photograph your event with next year in mind. The magazine cover features a vertical layout and requires "head space" with room for our banner across the top. Contact us if you have questions about how to shoot for AQ Covers.

VI. Photography and Graphics

a. Photos must be 300 dpi or higher to print in the magazine

b. Logos and other graphics must be high quality jpegs or vectored .eps files

VII. Advertising

a. Partner Organizations are entitled to highly discounted rates for advertising. Please email marketing@artsquincy.org for rates

- Season tickets and fundraisers are both good uses of Partner Organization Advertising Rates and paid ads are not subject to restrictions

b. Arts Quincy will design an ad for use inside the magazine for no additional charge.